

Digital Marketing Manager | Roles and Responsibilities

About IDR

IDR (India Development Review) is India's first and largest independent online media platform for the development community. Founded as a nonprofit in 2017, our aim is to advance knowledge on social impact in India. You can check out all of IDR's content [here](#), and get to know the team [here](#).

What we are looking for: We are currently looking to hire a digital marketing manager to create and implement strategy, drive audience engagement, and grow the reach of our social media platforms. This role is full time and remote.

1. About the role

This role requires someone who loves digital marketing, has a knack for storytelling, and has experience with both people and project management.

The ideal candidate has a deep understanding of the digital industry's best practices, while also having some knowledge of the development sector. They will be required to take ownership for IDR's digital marketing strategy development and implementation, as well as the overseeing of our digital presence (across social media, email marketing, and Google ads).

As such, candidates who can cater messaging to different audiences, create dissemination plans, and work confidently with data and numbers are encouraged to apply. Preference will be given to candidates who have a large appetite for learning and are not afraid to fail.

2. Responsibilities

- **Strategy and implementation:** Create a three year strategy and a one year implementation roadmap for all our digital outreach platforms (social media, newsletter, Google). Stay updated with industry trends and best practices so that you can make informed decisions.
- **Team management:** Support and oversee our small digital marketing team and vendors. (To do this candidates would need to know how to write engaging copy, have an eye for design, and be able to run campaigns.)
- **Growth:** Be responsible for ensuring quarter on quarter growth and betterment for IDR's digital endeavours – be it external (overall reach, depth of engagement, etc) or internal (setting up processes/systems, garnering insights, focussing on team learning).
- **Data collection and monitoring:** Monthly analysis of digital outreach data, analysis of the same, and suggestions for how to move forward. In addition, regular monitoring of IDR's digital outreach to ensure that all efforts are aligned with our brand and quality standards.

3. Requirements

We are looking for people who have the following qualifications:

- A bachelor's degree in communications or any of the social sciences
- 8-10 years of work experience in digital marketing, social media or analytics. (Work experience in the development sector is not mandatory)
- At least 1-2 years of experience managing internal team members and external stakeholders (vendors, clients, partners)

And the following capabilities:

- Strong communication skills in English – both written and verbal
- Knowledge on how to integrate digital impact with broader business goals
- A deep understanding of audience engagement strategies, metric analysis, and industry best practices
- Strong project management and organisational skills to ensure that deadlines and core deliverables are met

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If you think this role is right for you, send us your CV and a short cover letter at writetous@idronline.org

The salary range for this position is between INR 10-12 lakh per annum based on experience.

This position is only open to people from communities that are marginalised by the barriers of class, caste, gender, sexuality, disability, geography and/or religion.